

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the present application.

### Listing of Claims:

1. (Currently Amended) A method for providing access to a passive video product and interactive content from an interactive application comprising:

providing a branded selectable option having a product brand logo graphic of a provider of the passive video product and interactive content within ~~[[an]]~~ a first interactive application display; ~~[[and]]~~

providing, in a second display replacing the first display, the passive video product and interactive content from the provider in response to a user selecting the option from the interactive application display; and

providing additional information on the interactive content in response to the user selecting the interactive content.

2. (Canceled)

3. (Currently Amended) The method defined in claim ~~[[2]]~~ 1 wherein:

the interactive content comprises an alert icon; and

~~the method further~~ providing additional information on the interactive content comprises providing a merchandising opportunity to the user in response to the user selecting the alert icon.

4. (Original) The method defined in claim 3 wherein the alert icon is overlaid onto the passive video product.

5. (Currently Amended) The method defined in claim [[2]] 1 wherein:

the interactive content comprises a television program listing; and

~~the method further~~ providing additional information on the interactive content comprises providing additional information for the television program listing in response to the user selecting the television program listing.

6. (Original) The method defined in claim 1 wherein:

the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

7. (Original) The method defined in claim 1 wherein the interactive application is a web browser.

8. (Original) The method defined in claim 1 wherein providing the passive video product comprises tuning equipment associated with the user to a television channel.

9-17. (Canceled)

18. (Previously Presented) A method for providing advertisements within an interactive application implemented at least in part on user equipment comprising:

providing branded passive programming associated with a brand to the user equipment;

displaying on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

providing a user associated with the user equipment with an opportunity to select the alert icon to indicate a desire to access the additional information; and providing an interactive display on the user equipment in response to the user selection, wherein the display comprises an advertisement associated with the brand of the currently displayed branded passive programming.

19. (Original) The method defined in claim 18 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

20. (Original) The method defined in claim 18 further comprising retrieving the advertisement.

21. (Previously Presented) The method defined in claim 20 wherein retrieving the advertisement comprises retrieving the advertisement according to a schedule.

22. (Previously Presented) The method defined in claim 20 wherein retrieving the advertisement comprises retrieving the advertisement according to a real-time flag.

23. (Original) The method defined in claim 18 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

24. (Original) The method defined in claim 18 wherein:

the interactive application is an interactive television program guide; and

providing the interactive display comprises providing the advertisement as a panel advertisement in an interactive television program guide display.

25. (Currently Amended) A method for providing advertisement space to advertisers across television-related products comprising:

allocating advertisement time for an advertiser both 1) in an interactive application and 2) during a passive program, wherein the advertisement time is allocated across the interactive application and the passive program such that [[an]] the timing of a first advertisement for the advertiser ~~is provided within~~ shown in a display of the interactive application ~~to coincide~~ coincides with ~~the advertisement time allocated to the timing of a second advertisement for the same advertiser~~ being shown in the passive program, and wherein the

first and second advertisements are not simultaneously displayed on the same screen.

26. (Currently Amended) The method defined in claim 25 further comprising:

providing a user with an opportunity to select the first advertisement in the interactive application; and  
providing the passive program in response to the user selecting the first advertisement in the interactive application.

27. (Original) The method defined in claim 25 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

28. (Original) The method defined in claim 25 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

29. (Currently Amended) A system for providing access to a passive video product and interactive content from an interactive application comprising:

means for providing a branded selectable option having a product brand logo graphic of a provider of the passive video product and interactive content within ~~[[an]]~~ a first interactive application display; ~~[[and]]~~

means for providing, in a second display replacing the first display, the passive video product and interactive content from the provider in response to a user selecting the option from the interactive application display; and

means for providing additional information on the interactive content in response to the user selecting the interactive content.

30. (Canceled)

31. (Currently Amended) The system defined in claim ~~[[30]]~~ 29 wherein:

the interactive content comprises an alert icon; and

~~the system further~~ the means for providing additional information on the interactive content comprises means for providing a merchandising opportunity to the user in response to the user selecting the alert icon.

32. (Original) The system defined in claim 31 wherein the alert icon is overlaid onto the passive video product.

33. (Currently Amended) The system defined in claim [[30]] 29 wherein:

the interactive content comprises a television program listing; and

~~the system further~~ the means for providing additional information on the interactive content comprises means for providing additional information for the television program listing in response to the user selecting the television program listing.

34. (Previously Presented) The system defined in claim 29 wherein:

the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

35. (Previously Presented) The system defined in claim 29 wherein the interactive application is a web browser.



36. (Previously Presented) The system defined in claim 29 wherein the means for providing the passive video product comprises means for tuning equipment associated with the user to a television channel.

37-45. (Canceled)

46. (Previously Presented) A system for providing advertisements within an interactive application running at least in part on user equipment comprising:

means for providing branded passive programming associated with a brand to the user equipment;

means for displaying on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

means for providing a user associated with the user equipment with an opportunity to select the alert icon to indicate a desire to access the additional information; and

means for providing an interactive display on the user equipment in response to the user selection, wherein the display comprises an advertisement associated with the brand of the currently displayed branded passive programming.

47. (Original) The system defined in claim 46 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

48. (Original) The system defined in claim 46 further comprising means for retrieving the advertisement.

49. (Original) The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a schedule.

50. (Original) The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a real-time flag.

51. (Original) The system defined in claim 46 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

52. (Original) The system defined in claim 46 wherein:

the interactive application is an interactive television program guide; and

the means for providing the interactive display comprises means for providing the advertisement as a panel advertisement in an interactive television program guide display.

53. (Currently Amended) A system for providing advertisement space to advertisers across television related-products comprising:

means for allocating advertisement time for an advertiser both 1) in an interactive application and 2) during a passive program, wherein the advertisement time is allocated across the interactive application and the passive program such that ~~[[an]]~~ the timing of a first advertisement for the advertiser is provided within shown in a display of the interactive application ~~to coincide~~ coincides with ~~the advertisement time allocated to~~ the timing of a second advertisement for the same advertiser being shown in the passive program, and wherein the first and second advertisements are not simultaneously displayed on the same screen.

54. (Currently Amended) The system defined in claim 53 further comprising:

means for providing a user with an opportunity to select the first advertisement in the interactive application; and

means for providing the passive program in response to the user selecting the first advertisement in the interactive application.

55. (Original) The system defined in claim 53 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

56. (Original) The system defined in claim 53 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

57. (Currently Amended) A system for providing access to a passive video product and interactive content from an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a first display on the user equipment, wherein the first display comprises a branded selectable

option having a product brand logo graphic of a provider of the passive video product and interactive content; [[and]]

provide a second display on the user equipment replacing the first display comprising the passive video product and interactive content from the provider on the user equipment in response to a user selecting the option; and  
provide, on the user equipment, additional information on the interactive content in response to the user selecting the interactive content.

58. (Canceled)

59. (Currently Amended) The system defined in claim [[58]] 57 wherein:

the interactive content comprises an alert icon; and

~~wherein the interactive application is further configured to provide the additional information comprises a merchandising opportunity to the user in response to the user selecting the alert icon.~~

60. (Original) The system defined in claim 59 wherein the alert icon is overlaid onto the passive video product.

61. (Currently Amended) The system defined in claim  
[[58]] 57 wherein:

the interactive content comprises a television  
program listing; and

~~wherein the interactive application is further  
configured to provide the additional information comprises  
additional information for the television program listing in  
response to the user selecting the televison program listing.~~

62. (Original) The system defined in claim 57  
wherein:

the interactive application is an interactive  
television program guide; and

the branded selectable option is a branded  
selectable menu option of the interactive television program  
guide.

63. (Original) The system defined in claim 57  
wherein the interactive application is a web browser.

64. (Original) The system defined in claim 57  
wherein the interactive application is configured to provide  
the passive programming by tuning the user equipment to a  
television channel on which the passive programming is  
provided.

65-73. (Canceled)

74. (Previously Presented) A system for providing advertisements within an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a display on the user equipment, wherein the display comprises branded passive programming associated with a brand;

display on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

provide a user with an opportunity to select the alert icon to indicate a desire to access the additional information; and

provide a display in response to the user selection, wherein the display comprises an advertisement associated with the brand of the currently displayed branded passive programming.

75. (Currently Amended) The system defined in claim [[73]] 74 wherein the passive programming is a television

program, a commercial, a pay-per-view program, or a passive video product segment.

76. (Currently Amended) The system defined in claim [[73]] 74 wherein the interactive application is further configured to retrieve the advertisement.

77. (Currently Amended) The system defined in claim [[73]] 74 wherein the interactive application is further configured to retrieve the advertisement according to a schedule.

78. (Currently Amended) The system defined in claim [[73]] 74 wherein the interactive application is further configured to retrieve the advertisement according to a real-time flag.

79. (Currently Amended) The system defined in claim [[73]] 74 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

80. (Currently Amended) The system defined in claim [[73]] 74 wherein:



the interactive application is an interactive television program guide; and

the interactive television program guide is configured to provide the advertisement as a panel advertisement.

81. (Currently Amended) A system for providing advertisement time to advertisers across television related products comprising:

a distribution facility configured to provide passive programming having [[an]] a first advertisement for an advertiser during a given time block; and

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to provide a display comprising [[an]] a second advertisement for the same advertiser during the given time block, wherein the user equipment does not simultaneously provide display of the first and second advertisements.

82. (Currently Amended) The system defined in claim 81 wherein the interactive application is further configured to:

provide a user with an opportunity to select the second advertisement in the display provided by the interactive application; and

provide the passive programming in response to the user selecting the second advertisement in the interactive application.

83. (Original) The system defined in claim 81 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

84. (Original) The system defined in claim 81 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.